GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:4675
ANSWERED ON:15.12.2016
Branding of Indian Silk
Ram Shri Janak

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government proposes to showcase branding of Indian Silk in the country and abroad so that more and more customers earn better prices;

(b) whether the Indian Silk Export Promotion Council has formulated or is formulating any policy for future in this regard and if so, the details thereof; and

(c) the names of the States which are complying with the said policy?

Answer

MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a): Yes, Madam. The Government showcases branding of Indian Silk in the country through the Silk Mark Organisation of India (SMOI) which organises Silk Mark Expos in different parts of the country and abroad through Indian Silk Export Promotion Council (ISEPC) supporting its participation in international exhibitions.

(b): No.

(c): Does not arise.

***